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**APPLICANT** 

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**Application Number:** LIST OF REFERENCES CITED BY

09/351,857 Filing Date: July 13, 1999

First Named Inventor: Group Art Unit:

Rick W. LANDSMAN

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2787 **Examiner Name:** 

Attorney Docket No.: UCC-1/CIP/D5-1 of 2

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09/351,857 July 13, 1999

First Named Inventor:

Rick W. LANDSMAN

2787

Group Art Unit: Examiner Name:

Attorney Docket No.:

UCC-1/CIP/D5-1



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Group Art Unit: 2787 **Examiner Name:** 

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Group Art Unit: 2787 Examiner Name:

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### LIST OF REFERENCES CITED BY

APPLICANT (use as many sheets as necessary)

Application Number: 09/351,857

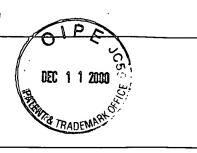
Filing Date: July 13, 1999

First Named Inventor: Rick W. LANDSMAN

Complete if Known

Group Art Unit: 2787 Examiner Name:

Sheet 1 of 1 Attorney Docket No.: UCC-1/CIP/D5-1



				U.S. PATENT DOCUM	MENTS		
Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Kind code <sup>2</sup>	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	US Class/ Sub Class	Pages, Columns, Lines where relevant Passages or Figures appear
558	AA	5,500,890		Rogge et al	03-19-1996	379/91	
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(modified PTO-449) \*

U.S. Department of Commerce Patent and Trademark Office

## LIST OF REFERENCES CITED BY APPLICANT

(use as many sheets as necessary)

Application Number: 09/351,857

First Named Inventor: Rick W. LANDSMAN

Group Art Unit: 2787

Examiner Name:

Filing Date: July 13, 1999

Sheet 1 of 1 Attorney Docket No.: UCC-1/CIP/D5-1



				U.S. PATENT DOCUM	MENTS		
Examiner Initials*	Cite No. I	U.S. Patent Document Number	Kind code <sup>2</sup>	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	US Class/ Sub Class	Pages, Columns, Lines where relevant Passages or Figures appear
SSU	AA	6,157,946		Itakura et al	12-05-2000	709/217	
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### INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

Complete if Known					
Application Number	09/351,857				
Filing Date	July 13, 1999				
First Named Inventor	Rick W. Landsman				
Group Art Unit	2176				
Examiner Name					
Attorney Docket Number	UCC-1/CIP/D5-1				

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and	AA	6,167,453		Becker et al	12-26-2000	
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\*Copy of reference not enclosed as having been submitted in previous information disclosure statement.
\*\*English-language abstract enclosed.

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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Complete if Known

Application Number 09/351,857

Filing Date July 13, 1999

First Named Inventor Rick W. Landsman

Group Art Unit 2176

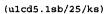
Examiner Name

Attorney Docket Number UCC-1/CIP/D5-1

		OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cile No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
Sh	AT	<pre>Kipp Cheng, "Rich Media Match for Unicast and Engage",    Brandweek, 1 November 1999, Vol. 40, No. 41, pg. 62    and following</pre>	
Gen	UA	Cartellieri et al., "The Real Impact of Internet Advertising", McKinsey Quarterly 1997, 1997, Vol. 3, pg. 3 of reprint	

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	Application Number	09/351,857	
INFORMATION DISCLOSURE	Filing Date	July 13, 1999	
STATEMENT BY APPLICANT	First Named Inventor	Rick LANDSMAN Ma.	
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3	AA	09/951,001		LANDSMAN et al	09-13-2001	
	AB	09/950,963		LANDSMAN et al	09-13-2001	
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SI	AJ	6,317,761		LANDSMAN et al	11-13-2001	707/513			
	AK/	6,314,451		LANDSMAN et al	11-06-2001	709/203			
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